

Ignify Completes First Independent Analysis of Microsoft Dynamics AX 2009

Leading E-commerce and ERP Solution Provider announces Comprehensive Analysis of Microsoft's Newest ERP Platform

Los Angeles, California– June XX, 2008 – Ignify, a Microsoft Gold Certified Partner and provider of enterprise resource planning (ERP) and e-commerce solutions for the mid-market and large enterprise business segment, today announced the completion of the first independent analysis of Microsoft's Dynamics AX 2009 ERP platform. Designed as an unbiased assessment covering new features, applications, look and feel of Dynamics AX, this study assists the enterprise in evaluating the new ERP release for possible implementation or as an upgrade. In addition, Ignify will be conducting several seminars and workshops for its customers, based on the findings.

The analysis conducted by a 5-person dedicated Dynamics AX team at Ignify over a 60 day timeframe consisted of a thorough breakdown of functionality and features offered by Dynamics AX 2009. Ignify goes a step further by rating each feature on scale of one to ten (ten as the best) on the importance and completeness of the feature with supporting notes on user benefits and what can be improved.

“As a Gold Certified Partner we work extremely close with Microsoft to remain on the cutting edge of innovation especially in the ERP and business solution space,” stated Sandeep Walia, CEO of Ignify. “Our unbiased account of Dynamics AX 2009 is a testament to our commitment of providing customers with the best possible solutions available on the market today.”

Formerly known as Microsoft Axapta, Microsoft Dynamics AX 2009 is a comprehensive business management and ERP solution for mid-sized and larger organizations that seamlessly integrates with familiar Microsoft software such as Outlook, Windows, Vista, Office 2007 and SharePoint, to help enhance overall productivity. The latest release offers a new interface and several added features including Breadcrumb bar (BCB) allowing the user to jump around or navigate to other areas in the system; Filter Pane for finding and viewing individual or group of related records, and Role Centers which display specific data, reports, alerts, and common tasks associated with a user's role in the organization among many others.

Ignify's widely popular Data Archival for Microsoft Dynamics AX solution which lays the foundation for solid ERP data management by allowing enterprises to archive and view the entire database over selected time periods, is one of the first third party platforms to fully support Dynamics AX 2009. In addition, the company's flagship e-commerce storefront has been deployed in over 200 medium to large businesses ranging from retail, automotive, apparel, distribution and manufacturing businesses among many others.

A white paper outlining the Microsoft Dynamics AX 2009 independent analysis can be found at <http://www.ignify.com>

About Ignify

Ignify, established in 1999, is a privately-held ISO-9001:2000 compliant company focused on the mid-market eCommerce and mid-market accounting segment. Targeting the mid-level market, Ignify offers a comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions for increasing online sales while lowering overall operation costs. The company also provides consulting services for ERP and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Seattle, Toronto and India. For more information, visit www.ignify.com or call 888-446-4395.

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